

IN THE CLAIMS

1 (Previously Presented). A method comprising:

creating a program schedule that includes a listing for a television program that has supplementary content provided as an enhancement transmitted in association with the television program;

associating a first predefined unique symbol with a first type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen by a processor;

associating a second predefined unique symbol with a second type of the supplementary content to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen by the processor; and

providing the predefined unique symbol in association with the listing in the program schedule.

Claim 2 and 3 (Canceled).

4 (Previously Presented). The method of claim 1 wherein the first predefined unique symbol is a text string.

Claims 5 (Canceled).

6 (Previously Presented). The method of claim 1 wherein the first predefined unique symbol is a graphic symbol.

7 (Previously Presented). The method of claim 1 wherein the first predefined unique symbol is an image.

8 (Original). The method of claim 1 further comprising distributing the program schedule.

9 (Previously Presented). The method of claim 8 further comprising:
printing the program schedule in a publication; and
printing the second predefined unique symbol in the publication.

10 (Previously Presented). The method of claim 8 further comprising:
transmitting the program schedule; and
transmitting the second predefined unique symbol.

11 (Previously Presented). The method of claim 10 further comprising transmitting data which when accessed by a machine causes the machine to display an animated version of the second predefined unique symbol.

12 (Previously Presented). The method of claim 8 further comprising:
making the program schedule available on the World Wide Web; and
providing the second predefined unique symbol in association with the listing in the program schedule on the World Wide Web.

Claim 13 (Canceled).

14 (Previously Presented). A method comprising:
receiving a program schedule, the program schedule further comprising:
a first listing for a television program that has supplementary content provided as an enhancement transmitted in association with the television program;
a second listing for a television program that has supplementary content provided as an enhancement transmitted in association with the television program:
a first predefined unique symbol in association with the first listing, where the first predefined unique symbol is associated with a first type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television

program on a first screen, a second pre-defined unique symbol associated with the second listing where the second pre-defined unique symbol is associated with a second type of the supplementary content to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and
sending the program schedule to a display by a processor.

Claim 15 (Canceled).

16 (Previously Presented). The method of claim 14 further comprising:
receiving an animated version of the first predefined unique symbol; and
sending the animated version of the predefined first unique symbol to the display.

17 (Previously Presented). A method comprising:
distributing a television program to an audience, where the program has supplementary content provided as an enhancement transmitted in association with the television program;
distributing the supplementary content to the audience by a processor, where a first unique predefined unique symbol is associated with the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, and a second pre-defined unique symbol is associated with the supplementary content to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and
providing listing information for the television program.

Claims 18 and 19 (Canceled).

20 (Previously Presented). The method of claim 17 wherein the second predefined unique symbol is a text string.

Claim 21 (Canceled).

22 (Previously Presented). The method of claim 17 wherein the second predefined unique symbol is a graphic symbol.

23 (Previously Presented). The method of claim 17 wherein the second predefined unique symbol is an image.

24 (Previously Presented). An apparatus comprising:

a receiver to receive a transmission comprising a program schedule, the program schedule further comprising:

a first listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the television program;

a second listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the television program

a first predefined unique symbol in association with the first listing, where the predefined unique symbol is associated with a first type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, a second pre-defined unique symbol associated with the second listing where the second pre-defined unique symbol is associated with a type of supplementary content to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and

a display component coupled to the receiver to display the program schedule on a display device and to display the predefined unique symbol on the display device.

25 (Original). The apparatus of claim 24 further comprising:

an input device to receive a signal corresponding to selection of the predefined unique symbol on the display device by a user; and

a content delivery component to provide the supplementary content in response to the signal.

Claims 26-28 (Canceled).